

PRESENTATION

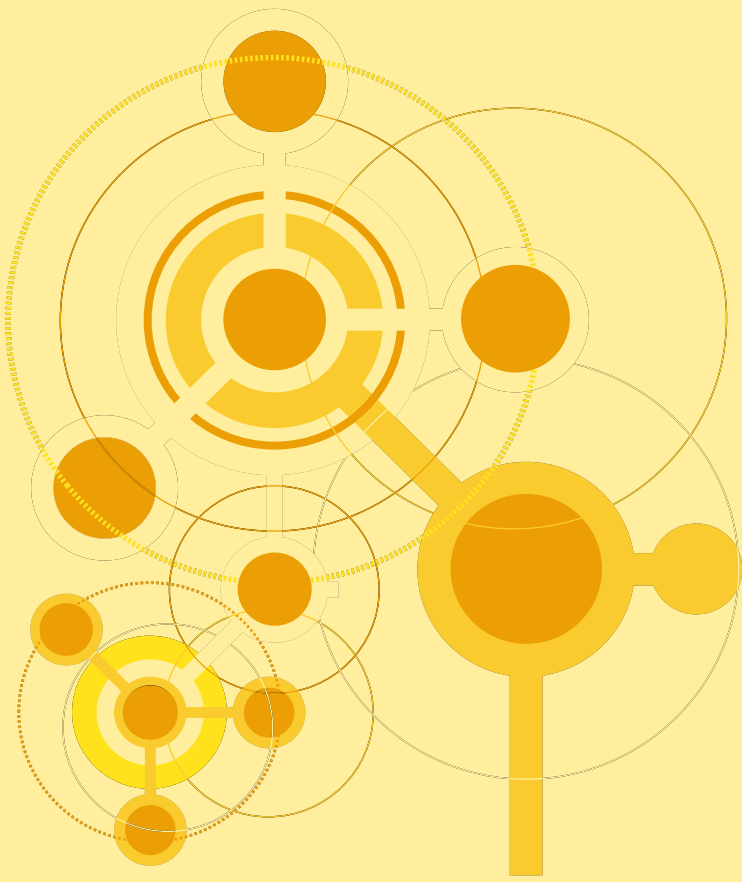
New perspectives in evaluating and measuring Public Relations and Organizational Communication

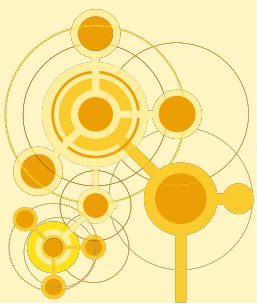
Novas perspectivas em avaliação e mensuração de resultados em Relações Públicas e Comunicação Organizacional

Nuevas perspectivas sobre evaluación y medición de resultados en Relaciones Públicas y Comunicación Organizacional

The evaluation and measurement of results is a topic closely related to the appreciation of public relations and has been a subject of debate for nearly five decades, both in academic and professional contexts. Tom Watson (2012), in his seminal article on the evolution of this topic, identifies the starting point of U.S. research as the first academic special edition published by the *Public Relations Review* in 1977, which resulted from a congress organized by James Grunig at the University of Maryland. On the other hand, scientific production and professional development in Ibero-America would only occur three decades later (Castillo-Esparcia; Álvarez-Nobell, 2015).

The quest for a strategic position drove this debate among professionals and researchers in the 1980s, establishing a conceptual basis for the topic, albeit from a functionalist and prescriptive perspective. Until the early 2000s, scientific production focused on message effects and on the analysis of the effectiveness of public relations, without correlating it with





organizational effectiveness. This period also instituted discussions on the methodological aspects of research and the proposal of evaluation and measurement models (Volk, 2016).

Presenting results in this field was considered challenging due to its intangible nature, which served as an argument for systematic denial by professionals. Only from the 2010s onwards did research begin to focus on creating organizational value via communication. This coincided with joint project initiatives between academics and entities such as the Institute for Public Relations (IPR), the German Public Relations Association (DPRG), and the International Association for the Measurement and Evaluation of Communication (AMEC), which worked on standardization efforts (Buhmann and Volk, 2019).

Despite the progress made during this period, Jim Macnamara (2015) pointed out that, in practice, the situation was stagnant, and suggested, along with Anne Gregory, a shift in the established logic of the evaluation debate. Instead of considering only organizational objectives as guides for result measurement, professionals should include the demands and expectations of stakeholders and the organization's responsibilities towards them in this process (Gregory and Macnamara, 2019).

Today, as the professional debate in organizational communication and public relations addresses the impact of constant changes in the environment, global agendas, sustainability, technology, artificial intelligence, and the strategic use of information in decision-making, there is no doubt about the importance of the evaluation function in the pursuit of excellence, the process of prioritization, and the achievement of positive impacts.

All of this requires greater efforts in education, including the development of research skills applicable to the evaluation of communication campaigns and projects, and the reconfiguration of academic practices, especially considering knowledge transfer as part of the reconfiguration of professional practices (Macnamara, 2023). Considering these factors, we have constructed this special issue, which gathers scientific evidence on the topic, reviews consolidated texts, and opens this debate with interviews and opinion articles with prominent academic and professional experts.

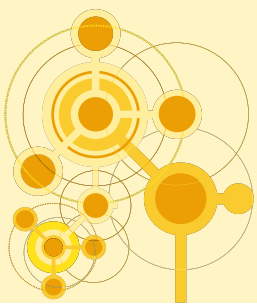
Eighteen years after the publication of the special issue dedicated to the evaluation and measurement of results, the Brazilian Journal of Researchers in Organizational Communication and Public Relations – Organicom invites researchers and professionals within the field to consider this topic from a new perspective. Dossier 42 comprises articles by experts that address evaluation and measurement from the perspective of their challenges.

“Public Relations, Post-Truth, and Grand Challenges: Through Better Research to Social Value,” by Thomas Stoeckle and Ana Adi, proposes a review of planning logic, focusing on stakeholders so that the execution, measurement, and evaluation of communication activities can tackle the major challenges posed by post-modernity.

Valéria de Siqueira Castro Lopes and Bianca Marder Dreyer reflect on the contribution of public relations to value generation through relational capital management in the article “Relational Capital Management: The Contribution of Public Relations to Value Generation.”

In “Proposal of Indicators for Evaluating Reputation in the Third Sector,” María Pallarés-Renau presents the RTS Model – Reputation Measurement for Third Sector Social Action Entities, based on the Merco and Reprtrak reputation monitors.

Denise Pragana Videira and Flávia Caroline Augusto Salmázio, in “Internal Organizational Communication Scale,” describe the methodological procedures for validating the Internal Organizational Communication Scale (ECOI), designed to assess the influence of communication on organizational commitment.



David Michaelson, Don Stacks, and Donald Wright, in “Assessing ‘Cause and Effect’: Objective-Based Measurement for Public Relations,” propose objective-based measurements to evaluate the impact of public relations. They apply a “cause and effect” model based on message transmission—grounded in communication theories—and on a real security protocol used by a leading global company in the industrial sector.

The interviews with Anne Gregory, Emeritus Professor of Corporate Communication at the University of Huddersfield (UK), and Ansgar Zerfass, Professor of Strategic Communication at the Institute of Communication and Media Studies of the University of Leipzig, address the challenges of evaluation and measurement, such as the dilemma of information selection amidst the abundance of data generated by digital communication and the persistent difficulty in mapping and distinguishing outcomes and outflows. The interviewees also highlight trends towards strategic orientation as the focus of measurement and towards the replacement of a linear logic evaluation and measurement system by an instantaneous and continuous approach involving dynamic social listening techniques.

In their testimonials, Cláudio Cardoso recounts the experience of developing a framework to support the formulation of communication measurement models, and Maria Laura García reflects on the importance of understanding how we obtain information, how it contributes to shaping our thought matrix, and how we can improve the way we collect it, aiming toward greater thought independence.

The reviews included in this issue feature two books related to the Dossier’s theme. Karla Melo presents “*A Comunicação no Comando: Ferramentas de Ativos Intangíveis*”, by Cláudio Cardoso, and Thomas Stoeckle analyzes the trilogy “Narrative by Numbers: How to Tell Powerful and Purposeful Stories with Data,” by Sam Knowles.

We hope that this Dossier brings valuable contributions to advancing the debate on the evaluation and measurement of Public Relations and Organizational Communication, and we wish everyone a good reading.

Alejandro Álvarez Nobell

Ana Adi

Antonio Castillo-Esparcia

Thomas Stoeckle

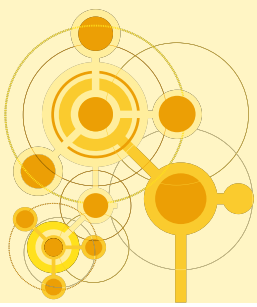
Valéria De Siqueira Castro Lopes

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